dwitunggalcitra
Taste & Value

EXPANDING HORIZON

Structuring Capital, Creating Added Value
Menata Modal, Menciptakan Nilai Tambah

PT. DWI TUNGGAL CITRA

member of LBP enterprises

13 Feb 2026

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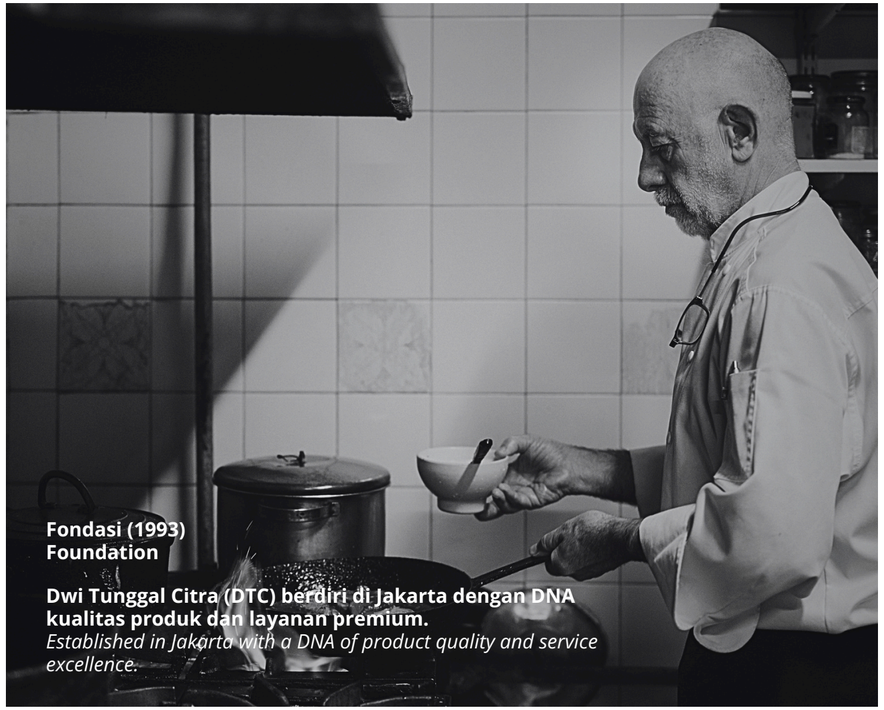
Profile

Didirikan pada tahun 1993, Dwi Tunggal Citra Catering adalah penyedia layanan katering premium yang telah dipercaya selama lebih dari tiga dekade. Dikenal dengan penyajian mewah, cita rasa istimewa, dan nuansa romantis, perusahaan ini menghadirkan pengalaman kuliner berkelas untuk pernikahan dan acara istimewa. Didukung manajemen profesional dan pemilihan supplier yang selektif, kualitas dan konsistensi menjadi standar utama sejak awal berdiri.
Established in 1993, Dwi Tunggal Citra Catering is a premium catering service trusted for over three decades. Renowned for its elegant presentation, exceptional taste, and romantic ambiance, the company delivers refined culinary experiences for weddings and special events. Supported by professional management and carefully selected suppliers, quality and consistency have remained its core standards since inception.



Rekam Jejak

Track Record

Dengan fondasi sejarah yang kuat, reputasi premium, serta proyeksi keuangan yang agresif namun terukur, DTC diposisikan sebagai platform F&B yang scalable, cash-generating, dan siap bermitra dengan bank maupun investor strategis.
With a strong historical foundation, premium brand reputation, and aggressive yet disciplined financial projections, DTCis positioned as a scalable, cash-generating F&B platform, ready to partner with banks and strategic investors.

Fondasi (1993)
Foundation

Dwi Tunggal Citra (DTC) berdiri di Jakarta dengan DNA kualitas produk dan layanan premium.
Established in Jakarta with a DNA of product quality and service excellence.

Reputasi
Reputation

Puluhan tahun eksekusi membangun brand trust dan basis klien premium.
Decades of execution built strong brand trust and premium clientele.

Multichannel F&B Platform
(Wedding, Corporate, Retail, B2B)

Skala Operasional
Operational Scale

Sistem terstandarisasi memungkinkan proyek bernilai tinggi dalam skala besar.
Standardized systems enable large-scale, high-value projects.

Data-Driven Cost & Margin Control
Data-driven cost and margin optimization

Spesialisasi Premium
Premium Focus

Premium wedding catering menjadi engine margin dan diferensiasi.
Premium wedding catering becomes the margin and differentiation engine.

Restrukturisasi Korporasi & Keuangan
Corporate & Financial Restructuring

dwitunggalcitra PREMIUM

Platformisasi & Bankable (2025–2027)
Platformization & Bankability

Bersama LBP enterprises, DTC membangun multichannel F&B platform yang cash-generating dan investable.
With LBP enterprises, DTC builds a cash-generating, investable multichannel F&B platform.

Restrukturisasi Korporasi & Keuangan
Corporate & Financial Restructuring

LBP ENTERPRISES

Growth to IPO (2028+)

Akselerasi pendapatan, institusionalisasi, dan tata kelola menuju IPO sebagai puncak value creation.
Accelerating growth and institutionalization towards an IPO as the ultimate value creation milestone.

Strategic Corporate Actions
(M&A / Spin-offs)

IDX Indonesia Stock Exchange
WFE WORLD FEDERATION OF EXCHANGES

Portofolio Produk Utama

Core Product Portfolio

PLATINUM
Karakteristik Utama | Key Characteristics

Skala acara besar dengan standar premium
Large-scale events with premium service standards

Menu Nusantara dan internasional terkurasi
Curated Indonesian and international menus

Sistem pelayanan rapi dan terorganisir
Well-structured and disciplined service systems

Tim operasional berpengalaman untuk event bernilai tinggi
Experienced teams handling high-value events

GOLD
Karakteristik Utama | Key Characteristics

Fleksibel untuk berbagai jenis dan ukuran acara
Flexible for various event types and sizes

Menu variatif dengan konsistensi rasa
Varied menus with consistent taste quality

Efisien dari sisi biaya dan operasional
Cost- and operationally-efficient model

Mudah diskalakan sesuai volume order
Easily scalable based on order volume

Didukung koki internasional berstandar hotel bintang lima
Backed by international chefs with five-star hotel standards
Dapur dikelola oleh koki internasional berpengalaman hotel bintang lima
Culinary operations led by international chefs with five-star hotel experience
Standar rasa, presentasi, dan eksekusi setara hotel bintang lima internasional
Taste, presentation, and execution aligned with international five-star hotel standards

PLATINUM
Profil Umum | General Profile
Segmen high-net-worth individuals (HNWI) & elite corporate
High-net-worth individuals (HNWI) & elite corporate segment
Mengutamakan exclusivity, prestige, dan flawless execution
Focused on exclusivity, prestige, and flawless execution
Keputusan bersifat emosional & reputasi-driven
Decisions are often emotional and reputation-driven

Jenis Acara | Event Types
Luxury wedding & destination wedding
Luxury weddings and destination weddings
High-profile VIP & state-level events
High-profile VIP and state-level events
Exclusive corporate & diplomatic functions
Exclusive corporate and diplomatic functions

GOLD
Profil Umum | General Profile
Segmen upper-middle market
Upper-middle market segment
Sensitif terhadap value for money namun tetap menuntut kualitas
Value-for-money oriented while maintaining high quality expectations
Menginginkan acara berkelas tanpa kompleksitas berlebihan
Seeking elegant events without excessive complexity

Jenis Acara | Event Types
Intimate to medium-scale weddings
Wedding events from intimate to medium scale
Corporate gatherings & celebrations
Corporate gatherings and celebrations
Private family events
Private family events

Principle

Dr. Lucky Bayu Purnomo
Principle

- **Doktor Ilmu Keuangan & Pasar Modal**
- **25 tahun pengalaman di sektor keuangan & investasi**
- **Pendiri LBP Enterprises**
- **Portofolio mencakup entitas yang berhasil IPO di BEI**
- **VP Treasury Bank Mandiri, 2015**
- **VP Danareksa, 2013**
- **Portfolio Manager MEGA Capital (PARA Group), 2007**
- **Mencatat pertumbuhan portofolio 4.805% di BEI (krisis global 2008)**

- *PhD in Finance & Capital Markets*
- *25+ years of experience in finance and investments*
- *Founder of LBP Enterprises*
- *Portfolio includes IPO-listed entities on the IDX*
- *Former VP Treasury at Bank Mandiri*
- *Former VP at Danareksa*
- *Former Portfolio Manager at MEGA Capital (PARA Group)*
- *Achieved 4,805% portfolio growth on the IDX during the 2008 global crisis*

Wira Satyawan
Principle

- **25 tahun kepakaran manajemen F&B dan ritel**
- **Pengembang lembaga pendidikan F&B bersertifikasi negara**
- **Latar belakang oil & gas internasional**
- **Membawa Dwi Tunggal Citra (DTC) meraih penghargaan nasional & internasional**
- **Memimpin transformasi DTC menjadi brand F&B premium**

- *25+ years of expertise in F&B and retail management*
- *Developer of state-certified F&B education institutions*
- *Background in international oil & gas companies*
- *Led DTC to national & international awards*
- *Drove the transformation of DTC into a premium F&B brand*

Denia Samad
Principle

- **Pendiri VENTRUE Capital**
- **Fokus investasi lintas sektor: pertambangan, teknologi, dan ritel**
- **Mendorong pertumbuhan berbasis inovasi, value creation, dan ekspansi berkelanjutan**
- **Pembicara di forum global TED**
- **Aktif membangun jaringan global untuk pengembangan ekosistem investasi terintegrasi**

- *Founder of VENTRUE Capital*
- *Cross-sector investment focus: mining, technology, and retail*
- *Driving innovation-led growth, industrial value creation, and sustainable expansion*
- *Speaker at the global TED forum*
- *Actively building global networks to support an integrated investment ecosystem*

Wida Ayu Herawati
Principle

- **Membawa perusahaan F&B menjadi brand premium selama lebih dari >15 tahun**
- **Mencetak pertumbuhan pendapatan segmen F&B premium**
- **Mentransformasi perusahaan F&B tradisional menjadi pangsa pasar khusus (niche)**
- **Menetapkan standar operasional & kualitas bintang lima**
- **Membangun positioning loyalitas klien high-end**

- *Successfully built a premium F&B brand for over 15 years*
- *Delivered sustained revenue growth in the premium F&B segment*
- *Transformed a traditional F&B business into a focused niche market leader*
- *Established five-star hotel–equivalent operational and quality standards*
- *Built an exclusive brand positioning with strong high-end client loyalty*

Transformasi
Transformation

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UPSTREAM (HULU)

Pengadaan Bahan Baku (Local Sourcing)
Raw Material Procurement (Local Sourcing)

Seleksi Pemasok & Pertanian
Supplier & Farm Selection

Bahan Baku & Perlengkapan Dapur
Ingredients & Kitchen Supplies

Alat Makan & Kemasan
Tableware & Packaging

01

TRADITIONAL SERVICE-BASED F&B
F&B Tradisional Berbasis Jasa

Bisnis berbasis proyek & pesanan (event-driven)
Project-based, event-driven business
Ketergantungan tinggi pada pemilik & tim inti
High dependency on owners and key individuals
Produksi bersifat manual & ad-hoc
Manual and ad-hoc production
Margin fluktuatif & sulit diprediksi
Volatile and less predictable margins

MIDSTREAM

Dapur Pusat (Central Kitchen)
Central Kitchen Operations

Gudang Penyimpanan Bahan
Raw Material Storage & Inventory

Proses Persiapan & Memasak
Food Preparation & Cooking

Pengemasan & Porsi Penyajian
Packaging & Portioning

02

STRUCTURED SERVICE F&B
F&B Jasa Terstruktur

SOP dibangun & distandarisasi
Standard operating procedures established
Supplier & bahan baku lebih terkendali
Better control over suppliers and raw materials
Kualitas lebih konsisten
Improved quality consistency

DOWNSTREAM (HILIR)

Logistik & Pengiriman
Logistics & Distribution

Klien Korporasi / Acara
Corporate & Event Clients

Katering Pesta / Pernikahan
Event & Wedding Catering

Gerai / Takeaway
Retail Outlet / Takeaway

03

MODERN F&B PLATFORM
(BANKABLE & INVESTABLE)
Platform F&B Modern (Bankable & Investable)

Sistem end-to-end value chain terintegrasi
Fully integrated end-to-end value chain
Tata kelola profesional & transparansi keuangan
Professional governance and financial transparency
Mudah direplikasi (kota, dapur, JV, partnership)
Easily replicable through new kitchens, cities, or partnerships

Aspek	DTC PREMIUM	DTC EXPRESS
FokusFocus	Katering premium & acara eksklusifPremium catering & exclusive events	F&B cepat saji urbanUrban fast & casual F&B
Target Pasar Target Market	HNWI, korporasi, kedutaanHNWI, corporates, embassies	Pekerja, mahasiswa, keluarga mudaOffice workers, students, young families
Value Proposition	Exclusivity & flawless execution	Practical, affordable, consistent
Keunggulan Utama Key Strength	Fine dining, bahan impor/organik, personal chef	Grab-and-go, lokasi strategis, harga terjangkau
Channel	Direct B2B, referral eksklusif, WO premium	Outlet, cloud kitchen, delivery, B2B
Peran Strategis Strategic Role	Brand & margin driver	Volume & cashflow engine
VisiVision	Premium catering of choice in Indonesia	Leading fast-casual F&B in urban Indonesia

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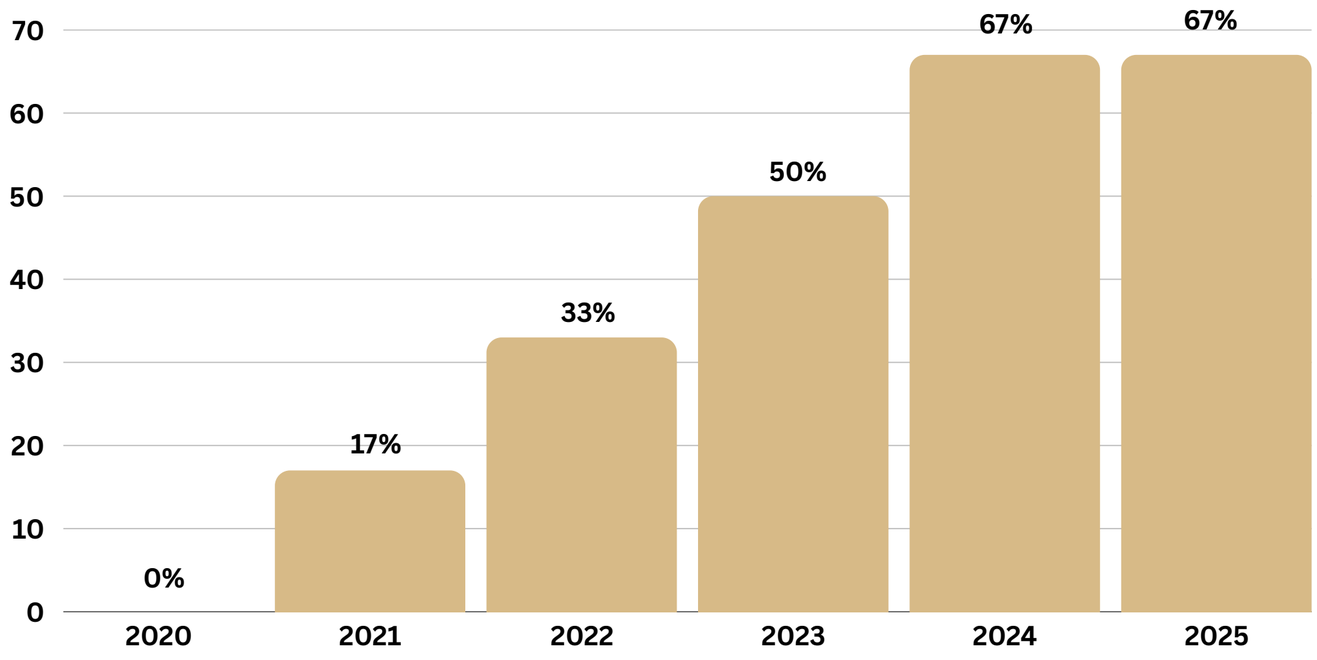
Pendapatan

Revenue (%)

Growth



Crisis
COVID-19 menekan penjualan catering berbasis layanan.
COVID-19 severely impacted service-based catering sales.

Adaptation
Fokus efisiensi dan penyesuaian model bisnis.
Cost efficiency and business model adjustment.

Pivot
Mulai diversifikasi produk dan kanal penjualan.
Strategic pivot into product and channel diversification.

Expansion
Ekspansi kanal digital dan kemitraan distribusi.
Digital and distribution channel expansion.

Transformation
Resmi menjadi Multi Channel F&B.
Transformation into a Multi Channel F&B platform.

Growth
Model bisnis siap tumbuh dan scalable.
Scalable and growth-ready business model.

Overview

5 Tahun
Total year

1.390
Total event

199 event per tahun
Average event per year

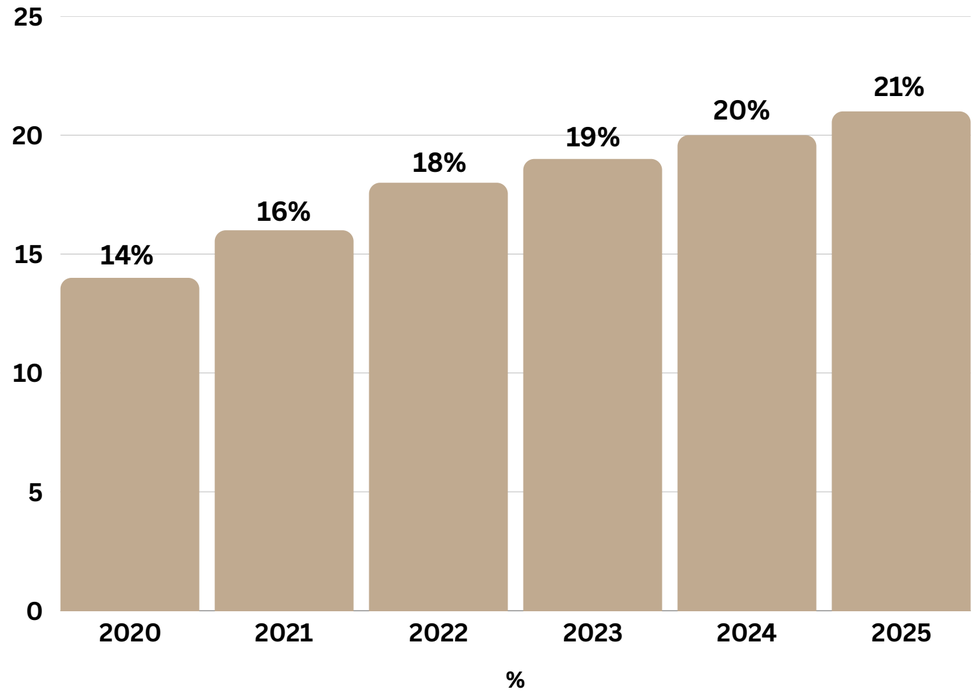
Client
Corporate
Private

Client & Network

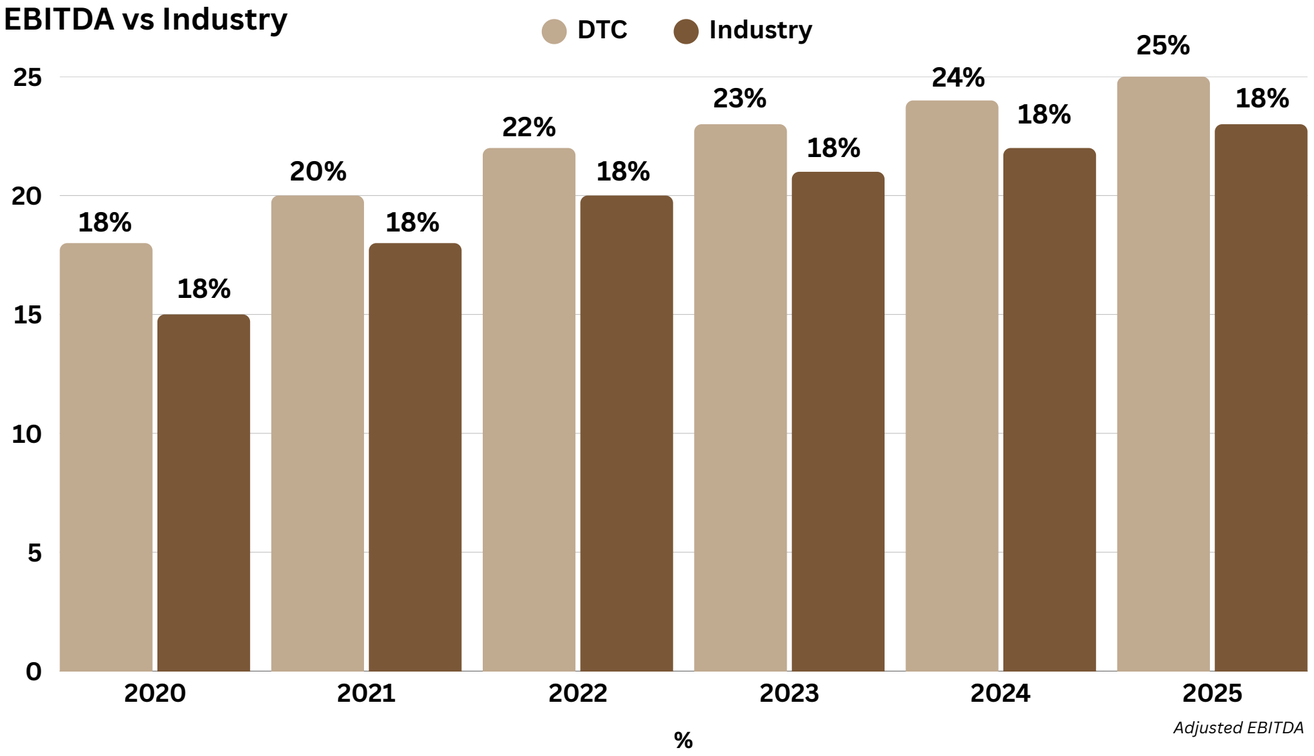
EBITDA

EBITDA

Operating Margin (EBIT Margin)



EBITDA vs Industry



Adjusted EBITDA

DTC mencatat ekspansi margin yang konsisten dan berkualitas, dengan EBITDA margin meningkat dari 18% menjadi 25% serta EBIT margin dari 14% menjadi 21%. Kenaikan +7 poin ini mencerminkan leverage operasional yang nyata dan efisiensi biaya yang berkelanjutan. Dengan posisi margin 2–4 poin di atas rata-rata industri, DTC berada di top quartile performer dan memiliki dasar yang kuat untuk multiple valuasi premium.

DTC delivers consistent, high-quality margin expansion, with EBITDA margins increasing from 18% to 25% and EBIT margins from 14% to 21%. This +7-point expansion reflects real operating leverage and sustainable efficiency gains. With margins 2–4 points above industry averages, DTC ranks as a top-quartile performer and supports premium valuation multiples.

"Margin Terbukti, Nilai Berlipat: EBITDA 18% → 25%, EBIT 14% → 21%"
Proven Margins, Compounding Value: EBITDA 18% → 25%, EBIT 14% → 21%

Stucktur Grup
Group Structure

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CITRA Signature Atelier
Divisi kreatif untuk desain dekorasi eksklusif acara mewah.
Creative division for exclusive event decor design.

CITRA Signature Concierge
Manajemen acara end-to-end untuk pengalaman tamu VIP.
End-to-end event management for VIP guest experiences.

CITRA Kitchen Hub
Jaringan dapur bersama teknologi tinggi untuk merek delivery.
High-tech shared kitchen network for delivery brands.

CITRA Virtual Concepts
Pengembang merek virtual berbasis data untuk platform digital.
Data-driven virtual brand developer for digital platforms.

DTC Reserve Culinary Studio
Ruang kuliner privat untuk fine dining eksklusif.
Private culinary space for exclusive fine dining.

DTC Reserve Personal Chef Service
Layanan chef pribadi untuk acara privat & korporat.
Personal chef service for private & corporate events.

CITRA signature

DTC Signature Capital berfokus pada pernikahan mewah dan signature events bernilai tinggi dengan margin premium.
DTC Signature Capital focuses on luxury weddings and high-value signature events with premium margins.

CITRAcloud

CITRA Cloud Kitchen Ventures menjalankan bisnis cloud kitchen dan delivery-first yang scalable dan asset-light.
CITRA Cloud Kitchen Ventures operates scalable, asset-light cloud kitchen and delivery-first businesses.

DTC reserve

DTC Reserve menjadi platform fine dining dan personal chef yang memperkuat brand dan valuasi grup.
DTC Epicurean Reserve operates as a fine dining and personal chef platform enhancing brand and group valuation.

CITRA express

CITRA express mengembangkan gerai cepat saji urban berbasis volume dan arus kas harian.
CITRA *express develops volume-driven urban fast-casual outlets with daily cash flow.*

CITRA Express Kitchen
Unit produksi terpusat untuk konsistensi rasa.
Centralized production unit for taste consistency.

CITRA Express Mobile
Gerai cepat saji berpindah untuk jangkauan luas.
Mobile fast-casual outlets for wide reach.

CITRA logistic

CITRA logistic memiliki dan mengelola aset outlet, logistik, dan distribusi untuk efisiensi skala.
CITRA logistic owns and manages outlet, logistics, and distribution assets to support scale efficiency.

CITRA Cold Chain Solutions
Distribusi rantai dingin untuk produk segar.
Cold chain distribution for fresh products.

CITRA Fleet Management
Pengelolaan armada distribusi dan operasional.
Distribution fleet and operational management.

DTC Premium

DTC Premium Asset Management mengelola dapur premium, peralatan, dan aset kuliner dengan pendekatan asset-backed.
DTC Premium Asset Management manages premium kitchens and culinary assets using an asset-backed structure.

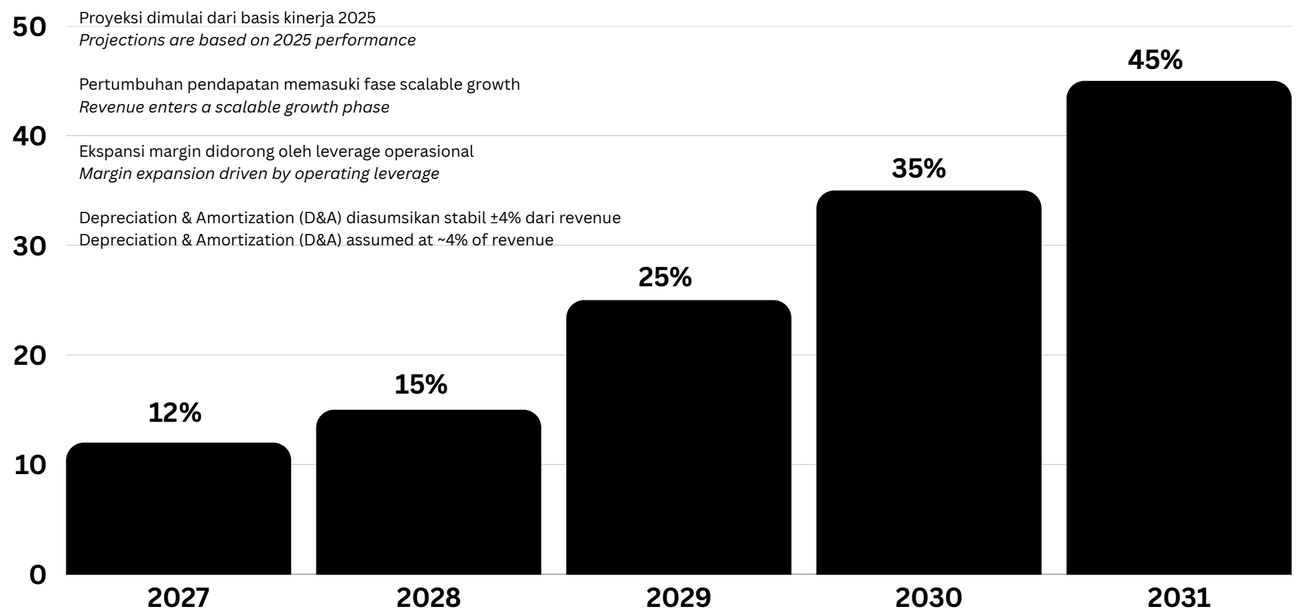
DTC Premium Equipment Leasing
Sewa peralatan dapur kelas atas untuk mitra F&B.
Premium kitchen equipment leasing for F&B partners.

DTC Premium Kitchen Realty
Pengelola properti dapur premium bernilai tinggi.
Premium kitchen property management.

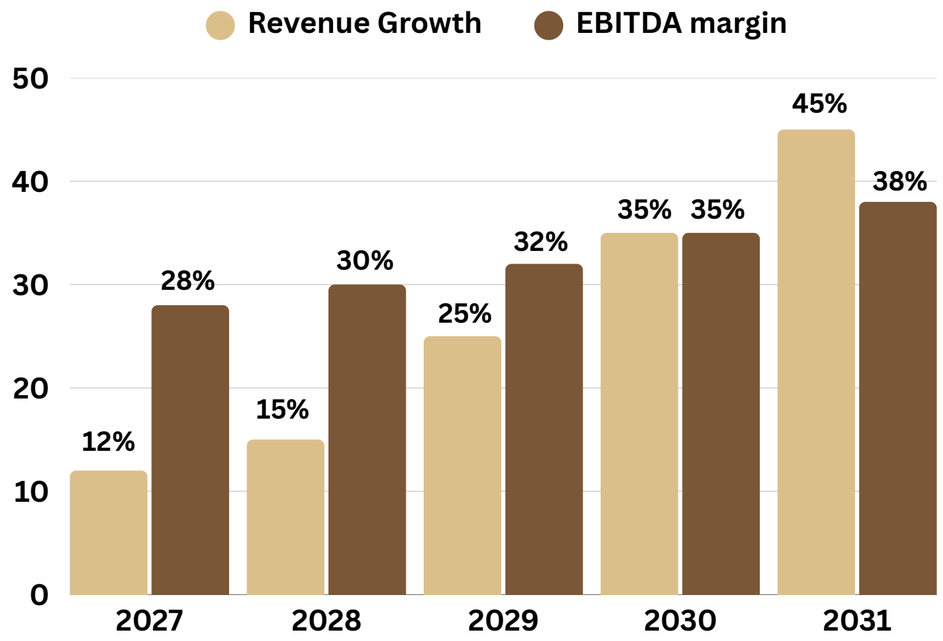
Proyeksi Pendapatan

Revenue Projection

Revenue Projection (IDR)



Projection (%)



Pendapatan Diproyeksikan Tumbuh Lebih dari 2,8x dalam Fase Akselerasi 2027–2031

Revenue Projected to Grow Over 2.8x During the 2027–2031 Acceleration Phase

Total Growth = 181%

Pertumbuhan Pendapatan 12% → 45% | Margin EBITDA 28% → 38%

Akselerasi Pertumbuhan, Ekspansi Margin

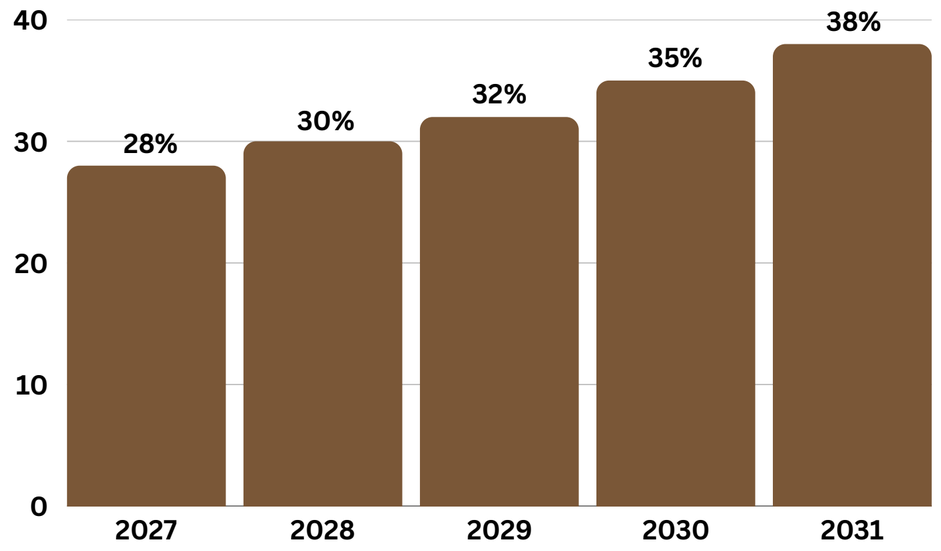
Revenue Growth 12% → 45% | EBITDA Margin 28% → 38%

Accelerating Growth, Expanding Margins

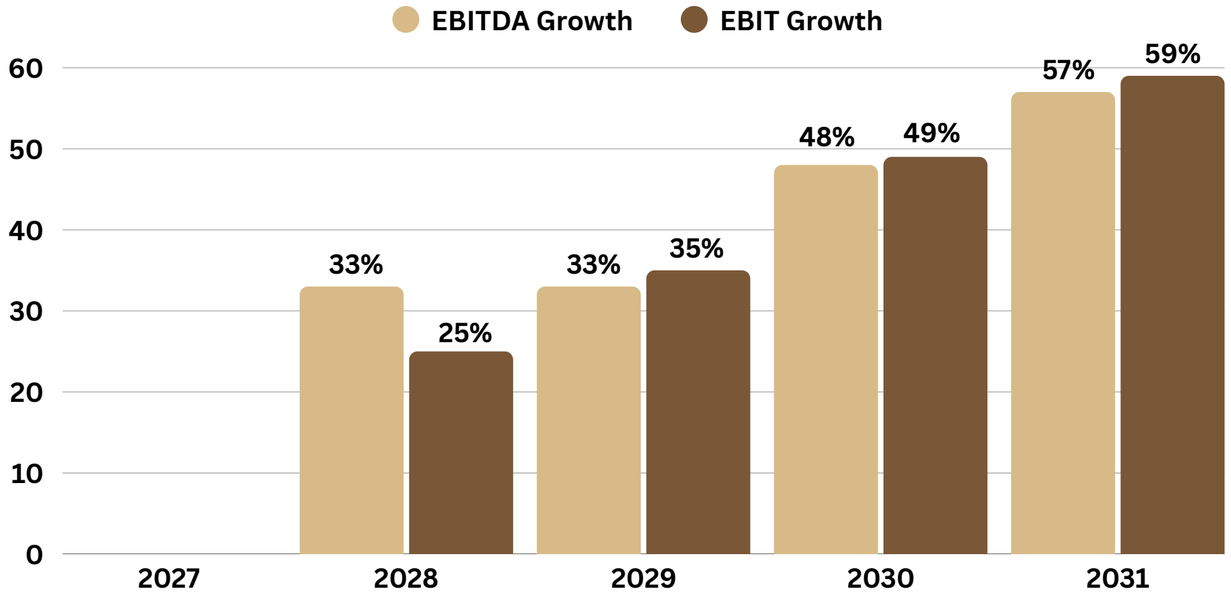
Proyeksi EBITDA

EBITDA Projection (%)

5-Year EBITDA Projection (%)



EBITDA (%)



EBITDA 28% → 38% | Ekspansi Margin Berkelanjutan

EBITDA 28% → 38%

Sustained Margin Expansion

EBITDA 33% → 57% | EBIT 25% → 59%

Profit Growth Accelerates
Faster Than Revenue

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“Roadmap terstruktur dari brand lokal menuju perusahaan F&B publik berskala global.”

“A structured roadmap from a local brand to a publicly listed global F&B company.”

2026

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2027

Product & Brand Validation

Penguatan kualitas produk dan pembuktian product–market fit di pasar domestik.
Strengthening product quality and validating product–market fit in the domestic market.

Distribution & Channel Partners

Memperluas penetrasi pasar dan mempercepat monetisasi revenue.
Expanding market reach and accelerating revenue monetization.

2028

Scale-Up & Operational Efficiency

Ekspansi nasional dengan fokus pada efisiensi biaya dan pertumbuhan EBITDA.
National expansion focused on cost efficiency and EBITDA growth.

2029

Pre-IPO Strategic Funding

Masuknya investor strategis untuk mempercepat pertumbuhan dan memperkuat neraca.
Entry of strategic investors to accelerate growth and strengthen the balance sheet.

2030

IPO & Transformasi Perusahaan Publik

Pencatatan saham untuk meningkatkan akses pendanaan dan transparansi.
Public listing to enhance capital access and corporate transparency.

2031

Global Expansion & Value Creation

Perluasan pasar internasional dan pertumbuhan nilai jangka panjang.
International market expansion and long-term value creation.

Next

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more **detail**

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